

REMARKS

Consideration of the amendments to the application is respectfully requested. The amendments are made pursuant to 37 C.F.R. 1.121. No new matter has been entered.

Status of Claims

Claims 1-8 and 10-25 are pending in this application.

Claims 1-8 and 10-25 stand rejected.

Claim 9 has been cancelled.

Claims 1-8, 10-23 and 24-25 have been amended.

Drawings

The FIGURES 1A, 1B, 1C1-1C9, 1D1-1D3, 1E1-1E2, 2A-2E, 2F1-2F2, 2G1-2G2, 3A, 3B1-3B3, 3C1-3C5 and 3D have been amended to include the label "Prior Art".

The FIGURES 4A-4D and 5 have been amended to include reference numerals.

No new matter has been entered.

Applicant hereby requests approval of the amendments to the Drawings. Formal drawings will be provided upon approval.

Claims

Rejection under 35 USC 112, second paragraph

In the section of the Office Action titled “Claim Rejections – 35 USC 112”, the Examiner rejected Claims 1-25 “for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. In particular, the Examiner references the language “...graphical array of a plurality of objects...”

Page 14, lines 6-8, of Applicant’s specification states that “the present invention presents objects presently open for auction in each category on a graphical array, with the ‘up coming auctions’ running on a margin strip.” Original Claim 2 states “the at least one array includes still images of the objects.”

With specific reference also to FIGS. 4A and 4B, each row 22A-22D includes a different array 20A-20D. The array being a plurality of images of a particular category or featured items. As disclosed on page 16, lines 11-14 of Applicant’s specification, it states that “we have chosen 3 categories and the ‘featured’ items for the rows.”

When viewing FIGS. 4A and 4B, row 22A illustrates four (4) still images, each image depicting a different vehicle type. Thus, one can assume the category of row 22A is vehicles, automobiles or cars.

With reference to row 22C, another four (4) still images are shown. Each image illustrates a picture or other artwork. Thus, one can assume the category of row 22C is art, artwork or pictures.

Moreover, in view of the specification as a whole, each array is individually controlled by the control buttons on the left.

In view of the foregoing remarks, Applicant’s specification and drawings as

originally filed, defines “graphical array of a plurality of objects.” Thus, the rejection under 35 USC 112, second paragraph should be withdrawn.

**Rejection under 35 U.S.C. 103(a) as being unpatentable over
Odom et al. (US 6,058,379) in view of Hanson et al. (US 5,974,398)**

In paragraph 7 of the Office Action, the Examiner rejected Claims 1-25 under 35 U.S.C. 103(a) as being unpatentable over Odom et al. (US 6,058,379) in view of Hanson et al. (US 5,974,398). In response, Claim 9 has been cancelled and Applicant has amended Claims 1-8, 10-23 and 24-25 to better clarify Applicant’s invention.

Applicant’s Invention

Applicant’s invention provides a display mechanism that displays both currently auctioned objects and objects that will be auctioned in the future. Applicant’s invention allows bidders to monitor selected items currently auctioned and provides screens for ready access to the monitored items and to submit bids.

The present invention also allows a more orderly arrangement for displaying objects currently being auctioned by presenting objects of a category in an array. More than one array can be displayed. Since an array may include more objects than can be displayed on a display, each array is capable of being scrolled independently.

Amended Claim 1 reads as follows:

1. *A system for an interactive, computer-assisted on-line auction, comprising:
at least one graphical array selectively displayed on a display,
each one graphical array including a plurality of objects from a category for auction, wherein each object is individually selectable for monitoring and bidding;*

personalized auction monitoring screen for monitoring those objects selected by a bidder; and
access-bidding apparatus for submitting a bid for any one of the monitored objects. (Emphasis added)

Neither Odom et al. nor Hanson et al. teach the above emphasized claim language. More specifically, neither Odom et al. nor Hanson et al. teach a “*personalized auction monitoring screen for monitoring those objects selected by a bidder,*” a “*graphical array*” and “*wherein each object is individually selectable for monitoring and bidding*” in combination with the other claim limitations.

In view of the foregoing remarks, the Claim 1 is allowable over the combination of Odom et al. as modified by Hanson et al. and the corresponding rejection under 35 USC 103(a) should be withdrawn. Since Claims 2-8 and 10-24 depend from independent Claim 1, then for the same reasons set forth above with regard to Claim 1, these dependent claims are also allowable over the combination of Odom et al. as modified by Hanson et al. and the corresponding rejection under 35 USC 103(a) should be withdrawn. Moreover, Odom et al. as modified by Hanson et al. do not teach limitations in these dependent claims.

Amended Claim 25 reads as follows:

25. (CURRENTLY AMENDED) A method for participating in a computer-assisted on-line auction, comprising the steps of:

displaying at least one graphical array, each array having a plurality of images, each image associated with a respective one object currently for auction;

displaying a second graphical array of images, each image of the second graphical array being associated with objects to be auctioned at a future time;

scrolling through the at least one graphical array;

selecting at least one of the plurality of images of the currently auctioned objects for viewing detailed information regarding the object

associated with the selected image including a bid price and a deadline for submitting a bid;
selectively monitoring those objects associated with the selected at least one of the plurality of images; and
submitting a bid to purchase a respective one object. (Emphasis added)

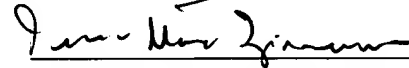
Neither Odom et al. nor Hanson et al. teach the above emphasized claim language, especially in combination with the other claim limitations. More specifically, neither Odom et al. nor Hanson et al. teach displaying both objects currently for auction and objects to be auctions at a future time.

In view of the foregoing remarks, the Claim 25 is allowable over the combination of Odom et al. as modified by Hanson et al. and the corresponding rejection under 35 USC 103(a) should be withdrawn.

CONCLUSION

In view of the foregoing remarks and amendments, the Applicant believes that she has overcome all of the Examiner's basis for rejection, and that this application therefore stands in condition for allowance. However, if the Examiner is of the opinion that such action can not be taken, the Applicant requests that he contact their undersigned attorney at (908) 654-8000 in order to resolve any outstanding issues without the necessity of issuing another Office Action.

Respectfully submitted,

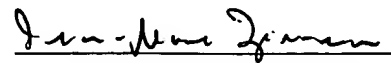


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Westfield, New Jersey

CERTIFICATE OF MAILING

I hereby certify that on October 20, 2003 I caused an Amendment to U.S. Patent Application Serial No. 09/628,773, Amended drawings, a Request for a One Month Extension of Time to Respond, and a check in the amount of \$55.00 to cover the Extension Fee to be mailed by First Class Mail to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



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